

**REMARKS**

Claims 8 and 15 have been cancelled. Claims 1, 4, 7 and 9-14 have been amended. Claims 1-7 and 9-14 are currently pending. Reexamination and reconsideration of the application, as amended, are respectfully requested.

Claims 1-3, 5, 8-11 and 13-15 were rejected under 35 U.S.C. 102(b) as being anticipated by Melchione USP 5,930,764. Claims 4, 6-7 and 12 were rejected under 35 U.S.C. 103(a) as being unpatentable over Melchione.

These rejections are respectfully traversed with respect to the claims, as amended.

The claims, as amended, are directed to systems and devices comprising a number of elements in combination. Amended claim 1, for example, recites a sales activity management system comprising a number of elements in combination. The claimed combination includes: (a) a database, (b) an activity content evaluation unit, (c) an evaluation report document creating unit, (d) a customer database, (e) a customer targeting unit, and (f) an evaluation report document sending unit.

It is respectfully submitted that the claims, as currently amended, now clearly recite the combination of features relied upon in the patentability arguments filed by applicants on October 6, 2008. Specifically, as currently amended, the claimed evaluation report document creating unit generates an evaluation report document including evaluation report information concerning the activity content of each salesperson, based on the evaluation results by the activity content evaluation unit. As currently amended, the claimed customer targeting unit extracts sales negotiation item information wherein a sales negotiation progress level of the sales negotiation item is equal to or greater than a predetermined level among a plurality of sales negotiation items that are in progress by a salesperson. As currently amended, the claimed customer targeting unit targets the customer of sales negotiation indicated by the extracted sales negotiation item information, extracts the customer information of the targeted customer from the customer database, and adds the customer information to the evaluation report information in the evaluation report document. As

currently amended, the claimed evaluation report document sending unit sends the generated evaluation report document including the customer information added by the customer targeting unit and the evaluation report information to a terminal device of the salesperson.

According to amended claim 1, the evaluation report contains information on customers of those sales negotiation items whose sales negotiation progress level is equal to or greater than a predetermined level, among multiple sales negotiation items which a salesperson may have in progress. This evaluation report ensures that the salesperson automatically obtains specific information on the customer of a sales negotiation, at a stage at which the progress of the sales negotiation has reached a predetermined level. (Claim 1, as currently amended, includes the limitation that the “evaluation report” is limited to an “evaluation report document”. Consequently, the claims now explicitly and clearly state that the information is all in one single report document/etc.)

In contrast, Melchione fails to teach or suggest anything about a combination including a report that contains information on a customer of a sales negotiation item whose sales negotiation progress level is equal to or greater than a predetermined level.

Melchione further states (column 9, lines 46 to 55): “The branch managers receive the list of leads generated by the micromarketing center and electronically load the leads into the CCIS workstations for distribution among selected personal bankers within the branch. The branch managers assign the leads to the personal bankers most qualified to handle the leads, or based on the workload and availability of the personal bankers. The personal bankers receive access to the list of leads on the CCIS workstation, after the list is generated by the micromarketing center and communicated to the CCIS.”

Therefore, in Melchione the branch managers receive a list of leads generated by the micromarketing center and refer to the received list of leads to assign the leads to personal bankers. The personal bankers assigned the leads then receive access to the list of leads.

In contrast, amended claim 1 defines a combination in which the customer targeting unit includes, in an evaluation report document, information on customers extracted as targets. The evaluation report document sending unit sends the salesperson the evaluation report document including the customer information. A combination including these features is not taught or suggested by Melchione.


Moreover, in Melchione the branch manager assigns leads to personal bankers. However, in the currently amended claims, the branch manager (at the management level) does not distribute information on targeted customers to personal bankers who act as salespersons. Instead, information on customers targeted by the customer targeting unit is automatically included in the evaluation report document of each salesperson. The evaluation report document, which includes the information on the targeted customers and evaluation report information, is sent to each salesperson. A combination including these features is not taught or suggested by Melchione.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the U.S. Patent and Trademark Office determines that an extension and/or other relief is required, applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 03-1952 referencing docket no. 116692005600.

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Respectfully submitted,

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